

# THE **OWM** 2022 | 23

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For reasons of readability, the simultaneous use of the language forms male, female and diverse (m/f/d) is mostly avoided. All personal designations apply equally to all genders.

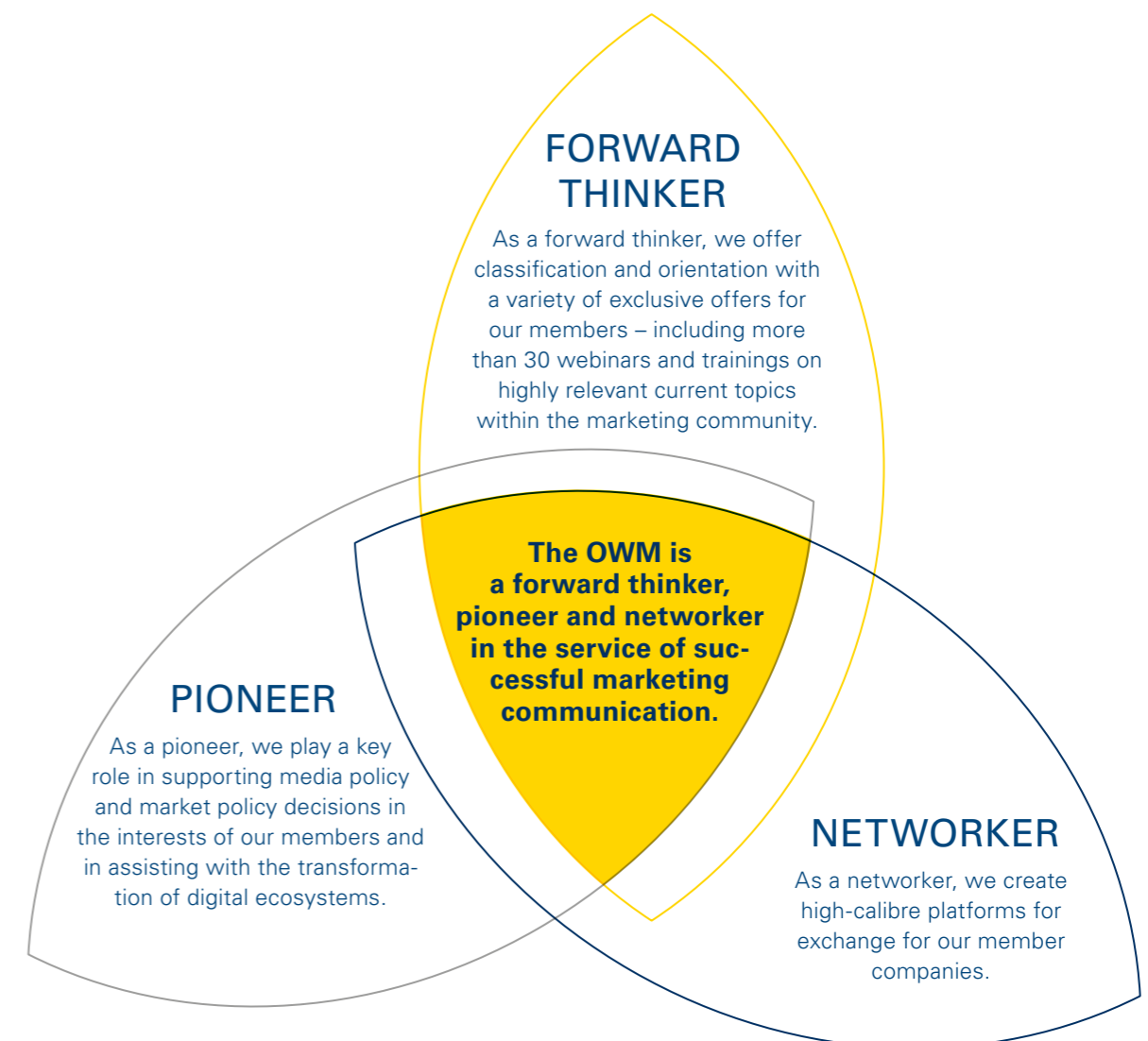
# The German Advertisers Mission – the OWM Mission

## Forward Thinker – Pioneer – Networker

Our mission is to represent the interests of advertisers in Germany – in important areas of marketing communication – to all relevant market partners.

We stand up for freedom of communication, transparent business relations between market partners and fair competition in free advertising markets. We support advertisers in optimising the efficiency and effectiveness of their advertising investments through knowledge building and transfer, market solutions and standards and in the transformation of digital ecosystems.

We provide interdisciplinary networking and create access and exchange among the relevant market partners. We offer exclusive information on current topics, simply explained and supplemented with practical knowledge, so that you can optimally manage your advertising investments. The OWM is a forward thinker, pioneer and networker in the service of successful marketing communication.





**UWE STORCH**  
Chairman of the OWM Board

Dear OWM members:

Welcome to the OWM Report 2022/23, which is dedicated to positive impulses, especially and despite all the known crises. In times marked by conflicts, economic challenges and the threat of advertising restrictions, it is all the more important to look ahead and find solutions together, because that is precisely the OWM mission: to be a forward thinker, pioneer and networker in order to offer you, as a member of the OWM, inspiration and motivation to meet the challenges with creativity and know-how.

Budget uncertainties due to the Ukraine war, inflation and a shortage of skilled workers are also key words for media agencies that keep our industry busy. The daily challenges of digital ad tech, the isolation of walled gardens, sustainable media planning, new media such as retail media – to name just a few of the topics – all this requires a strong interest group that promotes exchange among experts and produces seminars and position papers that are used in daily business.

Last but not least, our industry is threatened with an advertising ban, which would cause immense problems for large parts of the advertising industry. It would open Pandora's box, and further bans and restrictions for many other industries could be the result. For this reason, all associations, first and foremost the ZAW, but also the OWM, are striving for a genuine and constructive dialog with politicians in order to work out a solution that could properly embed the issue in already existing laws and regulations.

The entire industry is preoccupied with the topic of artificial intelligence. There is a great deal of hype, but also often diffuse fears of an uncontrollable and uncontrolled technology that could endanger privacy, even entire processes and jobs. But instead of letting fear paralyze us, we should also focus on the opportunities. We live in a digital era where the way we advertise is constantly evolving. New channels and technologies are opening up unimagined opportunities for us to connect with our target audiences. To continue to succeed, let's develop innovative, creative and targeted advertising strategies, this also in addition to the traditional channels we still need.

"Stop this kind of advertising at last!" – The OWM proclaimed on last years' summit and asked to move from what Christof Baron called "blind digital drunkenness" to a new sense of responsi-

bility. To look more closely to avoid negative reactions from the audience, to make better use of existing tools for frequency and control, to reflect on data protection and social values, so that advertising is allowed to do (almost) everything in the future.

**"In these turbulent times, it is our shared responsibility to create positive momentum and drive our industry forward."**

In this issue, we would like to share with you inspiring cases that show how OWM is dealing with the challenges. Let the experiences, ideas and innovations described inspire and encourage you to break new ground.

With united forces and faith in our abilities, we can take the crises as an impetus to unleash our creativity and shape a better future together. We are firmly convinced that together we can do it.

Sincerely

Uwe Storch  
Chairman of the OWM Board

Dear members, valued partners of the OWM, dear readers:

An eventful year lies behind us. As CEO of the OWM, I would like to invite you to look back with us on the past twelve months and at the same time highlight the current trends and challenges of the industry.

We look back with pride on the most successful year of the OWM. Our online events were again very well received: More than 30 different webinars with over 400 participants have shown us that exchange and further education are indispensable in our industry. The OWM podcast also offered a platform to get to know inspiring personalities and their success stories.

The year was marked by groundbreaking developments. In the advertising industry, we are experiencing a cultural change that is characterised by transformation and the realisation of the necessity to rethink. Terms such as sustainability, retail media or artificial intelligence have become an integral part of current discussions. We have already paid special attention to retail media with our first OWM study and we are currently working on the second part.

But our industry is also facing increasing challenges, for example with regard to advertising acceptance. Our OWM Summit 2022, entitled "Stop this kind of advertising at last!", was specifically dedicated to this topic. Advertising should not only be

creative and effective, but must also meet the needs and wishes of our target groups. As part of our member offer "OWM goes Cannes", we intensively discussed the importance of creativity in the advertising market against the background of the emergence of generative artificial intelligence.

Not to be forgotten are our efforts to work closely with the ZAW (Zentralverband der deutschen Werbewirtschaft e. V. - Central Association of the German Advertising Industry) to preserve free advertising and oppose potential advertising bans.

**"We will continue to transform the digital ecosystem, collaborate with the most relevant market partners and focus our work on the most important issues for advertisers nationally and internationally."**



**SUSANNE KUNZ**  
CEO of the OWM

I am now looking forward to the OWM Summit on November 7 and 8, 2023 at Cafe Moskau in Berlin. Under the motto "Marketing at the Turning Point: People - Markets - Machines", we will offer you an exciting forum and numerous top-class speakers and invite you to exchange ideas together and set the course for the future. I am very much looking forward to seeing you.

I would like to take this opportunity to thank you, our valued members, for your trust and support. We would also like to thank our committed partners and sponsors who accompany and enrich us on our way.

In this spirit, I look forward to another successful year with all of you and to shaping the future of our industry together.

Sincerely

A handwritten signature in blue ink, appearing to read 'Susanne Kunz'.

Ihre Susanne Kunz  
CEO of the OWM

# The OWM

## Our unique network

The OWM network is unique: Within the OWM membership, marketing and media decision-makers from advertisers of different sectors and company sizes meet and exchange their experiences. The association of member companies gives the OWM the strong voice that is important for tackling the common challenges in the field of communication and media. This exclusive exchange among advertisers is complemented by the OWM sponsors, which hosts market participants such as media houses, service providers, tech providers or consultants.



**160**  
members and  
sponsors



More than  
**8,5**  
billion euros  
annual advertising volume

A total of **108 leading brand companies** from a wide range of industries such as consumer goods, automotive, finance, insurance and telecommunications have joined forces in the OWM.

Last year, we welcomed the following companies as new members: AXA Konzern AG, ebay GmbH, HARIBO GmbH & Co. KG, Jacobs DouweEgberts, Mastercard Germany and P&g.

In addition, **52 companies** from sectors such as consulting, market research and media support the work of the association as sponsors. Through this commitment, they contribute significantly to the success of many studies, projects and initiatives.

In the **national German market**, the OWM collaborates works closely with numerous partners such as the ZAW (Zentralverband der deutschen Werbewirtschaft ZAW e. V.), the Joint Industry Committees, BVDW (Bundesverband Digitale Wirtschaft BVDW e. V.) or the GWA (Gesamtverband Kommunikationsagenturen GWA e. V.).

At the **international level**, the OWM represents contributes its interests to the worldwide umbrella organisation of advertising companies, the World Federation of Advertisers (WFA), in which the OWM's CEO is part of the WFA Executive Committee and the association is active in various specialist committees. There is a direct, intensive exchange with sister associations in Switzerland, France, Austria, Englandthe UK and Belgium.

# The OWM Members

## We are part of it



You can find the current overview of our members and sponsors on our website: [www.owm.de](http://www.owm.de)

# The OWM Association's Work

## Active participation of our members

In addition to the Board of Directors, the highest body of the OWM, which determines the strategy and actively guides the direction of the OWM, many members are involved in our working groups and forums.

The working group **Market Solutions and Standards** deals with current measurement and impact issues and develops proposals for the positioning of OWM/advertisers interests in the relevant bodies and institutions. Topics such as cross media measurement, joint industry committees, sustainability in advertising and advertising bans are on the agenda here. The added value for the daily work of the participants also results from the regular exchange on research issues. In 2022/23, the working group met three times with dedicated experts.

The **Forum Digital** deals with developments in the field of digital media and the resulting demands on advertisers' communication strategies. Topics such as retail media, brand safety, ad fraud, VAST4, quality criteria for data or the post-cookie era are discussed in the Forum Digital. The working group met three times in 2022/23 with experts accompanied by mentors from member companies.

The main topics of the OWM are worked on together with the market partners, but also placed on panels and in keynotes via positions in the press or within the framework of industry events. **Market partner dialogues** are a central instrument for the exchange with the sponsors, in which current developments are presented and discussed. More than a dozen talks take place in the early summer of each year.

Numerous **digital formats** are available to members throughout the year for regular exchange and the transfer of practice-oriented know-how. Last year, more than 400 participants discussed topics such as metaverse, podcast, data protection and sustainability. **OWM's own podcasts** also addresses current topics in discussions between Susanne Kunz and exciting guests.

Over 500 decision-makers were reached last year at **OWM events** such as the Inspiration Day in May 2022, the Advertisers' Night and the OWM Summit in November 2022, as well as the "OWM goes Cannes" format organised for the first time in 2023. These highlight events pay attention to relevant topics and developments – and are developed together with the OWM Board to ensure the greatest possible proximity to the market at all times.



More than  
**500**  
decision makers on  
OWM events

**“At the OWM events and studies I have the certainty that they always stay close to latest market developments and pick up on the relevant topics for my business. Here I feel very well informed for future market developments.”**

**SABINE TINZ**

Head of Media DE & CH | Henkel Consumer Brands



← Susanne Kunz in conversation at the OWM Summit 2022.



↑ Networking and the exchange among members are the focus of every event.



↑ The OWM team works on current topics and issues.

# OWM Focus: Pitch Guidelines

## How do we create standards for practice?


On the initiative of the OWM, advertisers, agencies and auditors have joined forces for the first time to further develop and expand know-how in the German market on the topic of media pitches.

Even if the views or objectives of the market participants are deliberately different, professional and respectful cooperation based on a common understanding is important. Building and developing know-how and understanding among market participants is more important today than ever before.

In a round table with representatives of the OMG (Organization of Media Agencies) and auditors (Advise, Brain, Ebiquity, Imediag, Komet), in addition to new pitch guidelines for the selection

process of a media agency, an RFI sample template and an academy program for training purposes were developed, which we offered exclusively to OWM members.

The jointly developed "Pitch Guidelines" provide recommendations on what to consider in the selection process and how the process should ideally be structured – from the clear definition of communication goals and evaluation criteria to the role of pitch consultants and the decision-making phase and transition.



**"In the end, it's about making the market smarter and building know-how together. That was our key motivation in this initiative."**

**SUSANNE KUNZ**  
CEO of the OWM



The jointly developed **"Pitch Guidelines"** provide recommendations on what to consider in the selection process and how the process should ideally be structured.



**OWM Academy: Success factors in the selection process of media agencies**  
September & October 2022 | March 2023

Experts from the client, agency and auditor sides presented the success factors for selecting and managing agencies/auditors in an exclusive webinar series. OWM members were able to benefit from the wealth of experience of the speakers in order to better tailor the cooperation with agencies and auditors to their requirements.



**New guidelines for media pitches – will everything be better now?** | HORIZONT | 06/10/2022

**Auditors: Guardians of the Media Millions** | W&V | 14/12/2022

**New rules for selecting a media agency** | W&V | 04/01/2023

### INFO

The **selection process of a media agency** (called "media pitch") should be fair and transparent and include comprehensible and reliable decision criteria. It should be taken into account that the pitch process involves a considerable amount of work for all parties involved in addition to their day-to-day business, which should be remunerated accordingly.

## Outlook

OWM continues to advocate for a transparent balance of interests in the design of a pitch between agencies, advertisers and auditors.

# OWM Focus: Measurement Standards

## Where is the JIC landscape headed?

Not only the media landscape, but also the JIC landscape is in a state of upheaval. The OWM welcomes agof's move to form a digital unit together with agma in 2023, which will offer connection options for all genres under the agma umbrella.

The OWM views this as a confirmation that synergies are being exploited and strengths are being bundled, as we have been calling for for a long time. The OWM also supports the AGF initiative to create a common market standard for video and display with X-Reach. For the OWM, it is crucial that an integrated solution for the entire market is created in the end. It must be ensured that data can be merged via appropriate interfaces or similar and that reach and overlaps can be analyzed across the board.

Work also continued on the WFA initiative with the aim of examining the implementation of a Minimum Viable Product (MVP) for the German market.

The OWM Steering Committee dealt with a whole series of expert opinions and analyses on the WFA's tech proposal in 2022 and concluded that the technical approach developed has definite potential and could be viable for building a cross-media measurement model. If a further project for Germany with the WFA is feasible in addition to the test markets in the UK and the USA, what requirements must be met for this and whether it can be financed, is currently being examined together with the AGF. The OWM has formulated its requirements for such a project in the so-called **"Golden Rules"**.



**"An essential factor of a functioning media currency is the comparability of all offers on the basis of a transparent measurement accepted by all market participants."**

**ANDREA TAUBER-KOCH**  
OWM Board Member  
Media Management | Commerzbank AG



In August 2022, members and market partners were informed about the **OWM position** on performance and billing of moving image campaigns.



In January 2023, an **OWM webinar** provided the current status on viewability measurement of moving image campaigns as well as an outlook together with Oliver von Wersch (partner at nxt statista & consultant to the IAB Tech Lab in Europe, among others).



Norman Wagner, OWM board member until June 2023, discussed customization and mass reach at **Horizont Digital Marketing Days & Total Video** in October 2022.



**AGF pilot project X-Reach: AGF presents first cross-media reach for RTL & Co | HORIZONT | 13/06/2023**

### INFO

The OWM has always been committed to creating a framework that allows member companies to carry out their communications activities as efficiently and effectively as possible. The development and establishment of **standards for measuring the performance** of media and communication channels is therefore an important focus of the association's activities.

## Outlook

The ever-increasing diversity of offerings in the video market is accompanied by a growing proliferation of measurement, data and billing models. For this reason, the OWM has again formulated and expanded its position on the performance and billing for video campaigns, in order to achieve greater standardization in the market. The OWM thus reiterates its demand for a reliable and transparent currency for video advertising, with which it is possible to transparently map the use of linear and non-linear offerings in individual values and as an overall service.



# OWM Focus: Cookieless Future

## How do we reconcile privacy and effective advertising?

OWM is actively engaged in innovative offerings to demonstrate solutions that protect user privacy and enable effective digital marketing at the same time.

Google's elimination of third-party cookies in 2024 marks a paradigm shift for advertisers and the digital advertising industry as a whole. Increasing consumer sensitivity about privacy and the introduction of stricter data protection regulations have turned established tracking and advertising personalization practices upside down. However, this change is not only a challenge, but also an opportunity. OWM is committed to seizing this opportunity

and actively shaping the Cookieless Future. In close cooperation with technology providers, data protection experts and other relevant players, we create offers for our members that provide orientation and point out current developments. Together, we highlight alternative targeting methods such as contextual advertising, consent-based targeting, and first-party data, and how they can be integrated into advertisers' data strategies.



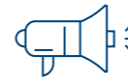
**“The elimination of third-party cookies challenges us to find innovative ways to respect privacy while still enabling effective advertising.”**

**FLORIAN BLUHM**

OWM Board Member | Team Leader Online Marketing  
CEWE Stiftung & Co. KGaA



In May 2023, an **OWM webinar** was dedicated to the topic “How to get acceptance in cookie consent?”. Guidelines for guidance were also discussed there.



The **Forum Digital** dedicated its main topic to the presentation of alternative targeting and data strategies for the future without third-party data.

At the **Horizont Congress** and the **Digital Marketing Days & Total Video 2022**, Arne Kirchem discussed the Cookieless Future with exciting guests on behalf of OWM.



On the occasion of the **OWM Summit 2022**, Horizont devoted a multi-page article in the special supplement to the topic of the post-cookie era, entitled **“The Great Conversion”**. | HORIZONT | 09/11/2022

**brand eins container: The good web # 04: In the spider's web** | brand eins online 27/01/2023

**Procter & Gamble CMO Kristina Bulle: “Relevance decides”** | W&V | 28/02/2023

### INFO

With the end of **third-party cookies**, websites will no longer be able to set third-party cookies to track usage behavior across multiple websites. This has implications for advertising personalization and requires alternative approaches to provide relevant advertising content.

## Outlook

OWM is following developments around the cessation of third-party cookies and working with experts to present solutions that will help members develop a long-term strategic direction to successfully navigate the new demands of privacy-focused marketing.

# OWM Focus: Advertising Bans

## What measures would really help?

The fight against childhood obesity is a task for society as a whole, and companies also want to play their part. Advertising bans are not a panacea for combating childhood obesity and poor nutrition.

Instead, a bundle of measures needs to be taken, consisting of physical activity offers, information as well as educational offers for children and adults, in order to meet the rightly recognized challenges in a sustainable and long-term manner.

The current draft law for food advertising aimed at children

- provides for a far-reaching ban on advertising in all media,
- affects almost 80 % of food advertising, i.e. around 3 billion euros in gross advertising expenditure,
- ignores the cultural sovereignty of the federal states, which are responsible for broadcasting issues,

- poses a threat to media diversity by depriving local media of around 3 billion euros,
- favors U.S. platforms on the basis of the country-of-origin principle, since they are not affected by the bill,
- does not contain a single reference to the effectiveness of the planned measures,
- does not solve the problem of obesity, as the example of the UK shows, where such a ban has not led to any decrease in obesity among children.

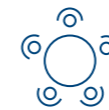


**“Especially as OWM chairman, I don’t want to have to imagine the impact such a broad advertising ban would have on the food industry as a whole, but also on the entire media industry!”**

**UWE STORCH**  
Chairman of the OWM Board  
Head of Media Ferrero



In the July 2023 OWM Podcast, Susanne Kunz and our **OWM Summit** host Wolfram Kons discussed, among other things, the possible consequences of advertising bans for advertising and the economy. Advertising bans were also a dominant topic in the June podcast with Jens Lönneker, CEO and founder Rheingold Salon.



The OWM participates in **round tables** and is actively involved in the discussions together with ZAW and the Markenverband.

The Markenverband and the OWM, along with many other business and media associations, have voiced massive criticism of this plan and are taking action against it together with the ZAW.



**[Big dispute over sweets: how the planned ban on food advertising is upsetting the industry](#)** | HORIZONT | 08/03/2023

**[OWM boss Uwe Storch: “Draft law shot from the hip”](#)** | HORIZONT | 09/03/2023

**[Özdemir: Advertising ban jeopardizes media diversity](#)** | WirtschaftsWoche | 04/04/2023

### INFO

The OWM vehemently objects the **restriction of advertising opportunities** – whether they are product- or target group-related. Advertising to children and young people is of course subject to special requirements. Beyond the legal requirements, the OWM has therefore long been committed to continuous work on rules of conduct for commercial communication on food-stuffs aimed at children and young people.

## Outlook

In order to enter into a dialog with politicians, the OWM is working together with the most relevant associations such as the ZAW and the Markenverband. The clarification of legal, federal responsibilities and, if necessary, a new draft bill must be awaited. The expert opinions of the professors are to provide knowledge in the ranks of the Federal Ministry of Food and Agriculture.

# OWM Focus: Retail Media

## Where is the market evolving to?

The OWM study to assess the status quo of retail media among advertisers revealed that, from the point of view of OWM members, retail media is an important growth market, but one that (still) lacks transparency and standards.

In digital marketing, the focus is on an emerging discipline: retail media. This innovative strategy enables companies to address their target groups directly in digital retail environments. Through personalized advertising and data-based targeting, advertisers achieve high visibility, increased brand awareness and compelling results. To understand the local market status, OWM launched a study amongst its members on the evolution of retail media in collaboration with AccentureSong. This provides several interesting insights. 71 % of OWM members have in-depth expert knowledge and are already actively using retail media. It is particularly interesting to note that investments in retail media

do not lead to additional budgets, but come at the expense of traditional media.

However, members express concerns about the lack of transparency and the impact on their negotiating position in the local market. To address these challenges, OWM members call for the development of market standards and conventions, especially in terms of measurement methods, advertising formats, and flexible, powerful pricing models. They also advocate greater transparency in the pricing systems of retail media networks and the calculation methodology of outcome measures such as ROAS and incremental revenues.



**“Retail Media is the topic of the day! Our study confirms that OWM members see a lot of potential. But for all the enthusiasm for retail media, there is still much to do to ensure transparency and establish coherent standards.”**

**ULRIKE BÄRSCH**

OWM Board Member

Head of Connected Communication Management | Beiersdorf AG



In an April 2023 **webinar**, Accenture Song presented the detailed findings of the Retail Media Study to OWM members.



Members can download the **Retail Media Study** from the **OWM website**.



The **Digital Forum** focused on retail media. Accenture Song presented excerpts from the study, which were discussed with the participants.

At **d3con** in March 2023, guests exchanged views on developments in retail media on an OWM panel entitled “Retail Media quo vadis?” The discussion included an insight into the study results. You can watch a recording of the panel here: [→ Video](#)



**Survey: This gives marketing decision-makers courage for 2023** | HORIZONT | 12/01/2023

**Retail Media: How Schwarz Media is expanding business around Lidl and Kaufland** | HORIZONT | 27/07/2023

### INFO

**Retail media** encompasses all digital advertising and marketing activities that use the inventory of retail companies. Retail media platforms have first-party data on their customers, which is used to create personalized campaigns and deliver them to the right target group at the right time.

## Outlook

The OWM continues to monitor the development of retail media in the market and will maintain a close exchange with market partners and strengthen cooperation with industry associations in order to establish common rules and standards. For its members, the OWM is developing concrete offers for the application of retail media, such as checklists and a follow-up study.

# OWM Focus: Sustainability

## How does advertising go green?

The OWM supports its members in their sustainability efforts. We inform, educate, assess, animate and inspire our members through appropriate offers and work with our market partners, but also with politics, on suitable measures as well as framework conditions for the achievement of CO<sub>2</sub> goals and targets.

The use of green claims in advertising is a major topic in the sustainability debate. The OWM has provided its members with a guideline on this subject, which was published by the WFA in April 2022 and not only contains principles that should be observed when using green claims, but also numerous best practice examples. OWM is contributing to the policy work on Green Claims together with the Markenverband and the WFA.

Under the leadership of the European Brand Association (AIM), an alliance has been formed (No Data – No Claim) to oppose, among other things, a ban on climate neutrality claims and a pre-approval process for sustainability labels, as well as to emphasize the need for the continuation of brand-owned sustainability labels that are verified by third parties.



**“Marketing has the opportunity to drive a more sustainable future. Greenwashing has no place here.”**

**SUSANNE KUNZ**  
CEO of the OWM



In March and April 2023, the law firm of Hogan Lovells gave two **webinars** as part of its “ESG Game Changers Series” that provided an overview of what lawmakers are trying to do on environmental, social and governance (ESG) issues.

In July 2023, an **OWM Webinar** showed how to reduce CO<sub>2</sub> emissions while maintaining or increasing advertising effectiveness.



Together with the WFA, the OWM conducted **sustainability surveys** in 2021 and 2023 to get a better assessment from marketers on the status, status and developments in climate-related activities in member companies.



At **dmexco 2022**, an OWM panel discussed the need for sustainability in advertising. At the **OWM Summit 2022** sustainability in advertising was discussed as one of the three core topics.



**[Truth about Sustainability: Climate change cannot be communicated away](#)** | HORIZONT | 05/01/2023

**[Green Media: OWM and Different provide an overview of sustainable media planning](#)** | HORIZONT | 23/02/2023

**[Green Media: Auditors defend themselves against “generalized bashing”](#)** | W&V | 28/02/2023

### INFO

**Sustainability** and climate protection are a challenge of paramount importance for society as a whole. There is a broad consensus in business and society that everything possible must be done to reduce CO<sub>2</sub> emissions in a far-reaching and timely manner. The OWM acts primarily as a driver and important platform for information and knowledge transfer as well as for guiding and animating its members to advance marketing communication in the field of sustainability.

## Outlook

The OWM will continue to take a strong stance on sustainability and provide its members with information and tips on implementing climate policy goals in marketing.

# The OWM Event Highlights

## Advertisers' Night & OWM Summit

With the motto **“Stop this kind of advertising at last! Loss of acceptance, advertising bans, sustainability: Communication in turbulent times”**, the who's who of the industry met in Berlin on November 8, 2022. The evening before the OWM Summit, networking was as usual on the agenda as part of the Advertisers' Night.



↑ The OWM Board of Directors and OWM CEO Susanne Kunz.



→ Susanne Kunz, CEO of OWM, and Uwe Storch, Chairman of the OWM Board, open the Advertisers' Night at the E-Werk in Berlin.



→ New technologies and their possible applications for the advertising industry could be discovered on site.



↓ Host Wolfram Kons at the pitch of the master classes – a format newly added to the program.

↑ Lively discussions and networking in a relaxed atmosphere complemented the conference program.



↓ Full house during inspiring presentations on relevant marketing communication topics.



**SAVE THE DATE**  
7th & 8th  
November  
2023

# The Benefits of an OWM Membership

## Being a member pays off



### Exclusive Business Network

Our members can network at exclusive events, such as the annual OWM Summit or the members' area of the website.

### Active exchange among members

In our network, in working groups and forums, our members actively exchange, set and prioritize OWM topics..



### Strong representation of interests

Through position papers and guidelines, market partner dialogues (MPD) as well as numerous speaker participations at relevant industry events, we actively guide the market and politics on a national and international level and rank the most relevant legislative changes and regulations.



### Current practice know-how

Through webinars, podcasts and guides, we continuously expand the knowhow of our members. We provide up-to-date practice expert knowledge, best practices and offer legal advice from partner law firms.

### Relevant studies

Through our studies and annual member survey, we help identify market trends and provide relevant, innovative know-how and market guidance.



### Selected Collaboration Offers

Our members receive access to selected industry events and benefit from market collaborations.

**“As a long-time member of OWM, I especially appreciate the open and honest exchange among each other in forums and working groups. All the important current market topics are covered here - important insights that help me make my decisions on the job.”**

**ULRICH GREVERATH**  
Marketing Germany | Director Media Management  
STORCK DEUTSCHLAND KG

### Become a member now

Please do not hesitate to contact the OWM Member Service at [info@owm.de](mailto:info@owm.de) or +49 (0)30 20 61 68 - 26 for further questions.

You are already interested? Then you can download the membership application here and send it back to the OWM Member Service.

→ [PDF Membership Application](#)

# The OWM Board

## Who we are



**Uwe Storch**  
Chairman  
Head of Media  
Ferrero Germany GmbH



**Maike Abel**  
Vice Chairwoman  
Head of Media, CRM & Content  
Nestlé Deutschland AG



**Ulrike Bärsch**  
Head of Connected  
Communication Management  
Beiersdorf AG



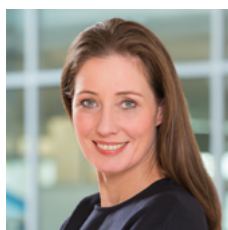
**Marcus Macioszek**  
Treasurer  
Marketing Director  
Gerolsteiner Brunnen  
GmbH & Co. KG



**Florian Bluhm**  
Team Leader  
Online Marketing  
CEWE Foundation & Co. KGaA



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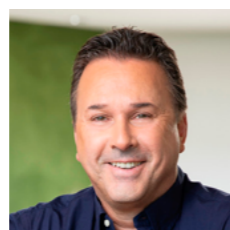
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Delegate of the Markenverband  
to the Board of OWM  
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Rügenwalder Mühle Carl Müller  
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The OWM Board determines the strategic direction of the association and was re-elected by the General Assembly in April 2022 for a term of three years.

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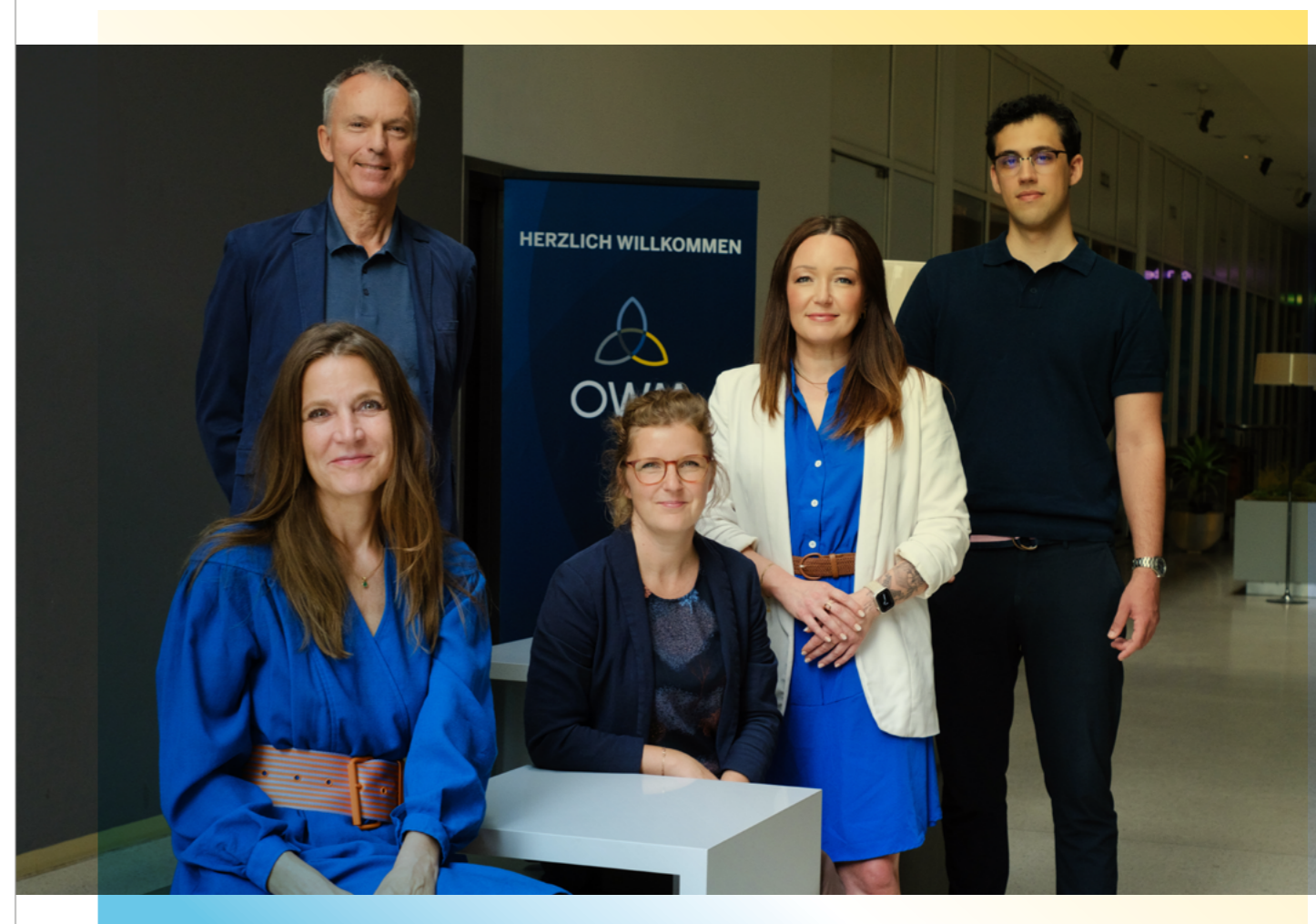
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